

Cover Letter

#introduction

A cover letter is particularly important when you are applying for job/internship specially applying for foreign Academy internship over email.

In Reality cover letter which you write is what makes the first impression because this is what prospective employee read first instead resume.

An employer spend 80% of the time in reading your cover letter even before even opening your resume.

In the majority of cases, a resume is not even opened because cover letter was not good impressive and given no reason for an employer to believe it was worth her/his effort and time to download and read that candidate's resume.

A cover letter may not always be needed, it is mostly required for applying off campus placement and may or may not be required for on campus placement.

Whenever cover letter is required it can either make or break the deal.

#Cover Letter

A Cover letter is a short write up accompanying your resume.

Cover letters are mostly written in the email body, unless the employer asks otherwise it contains a brief introduction about:

1) who are you?

(academics study, area of research/work, etc)

2) why are you interested in the job?

How are you relevant candidate and how is this aligned with your career prospective?

3) why should you be hired?

What do you bring to the table.

#purpose of cover letter:

The purpose of a cover letter is to get the employer to open your resume and read it in detail.

so the purpose is to let them know you are a potential candidate so that they open your resume and go through your achievements and skill in detail.

#what get an employee to open your resume and go through it?

After reading your cover letter he/she should feel that you might be relevant candidate worth considering.

Most common mistakes made while writing and sending cover letters:

1)unprofessional email id:

The first mistake that most of the student make is to having an unprofessional email id.

In the true sense of the word, your email id in the first everything about you that an employers sees.

in a professional setup ,unprofessional email ID create a poor impression you must never use them.

Always use your personal email ID when applying for an internship/job.

e.g. firstName.lastName.variation@gmail.com

2)unappealing subject line:

The next mistake that student usually make is writing an unappealing subject line in the email.

You might thinking, why the subject line is important while writing an email. the reason is it is used to filter out irrelevant messages and email.

Your employee won't read your email if subject line doesn't catch his or her attention.

often students write irrelevant sentences/words in subject line like Hi, application, etc or even few student leave it blank or it contains spelling mistake or SMS language.

These also show that your lack of sincerity.

3)Spelling mistakes, Grammatical errors and SMS language.

Spelling mistakes are easy to fetch, always try spell checker before sending emails.

Grammatical mistakes depend upon few your command in an English language,it is always a good idea to get your cover letter read by peer or professor whose knowledge of English can you trusted. you can also use grammarly plugins.

If your email contain SMS language then you are effectively killed your chances of getting hired in that company then and there itself do not use SMS language in your cover letter.

Students also tend to write everything in uppercase or everything in lowercase, not following proper capitalization create a poor impression.

4) leaving the email blank/ using too generic or short email content.

It is common for student to find an email with just a resume attached to email with no content in the email. Not even a courtesy to say a small introduction themselves.

How does one expect employer to pay attention to such emails.

If not blank , Students writes a short or generic email which again is does not work remember you are looking for an internship it is your responsibility to make a effort to write a relevant and descriptive email.

Also, some Students, copy and paste the email content from the internet, these emails are so easy to spot hence equally easy to discard.

Don't forget if you can Google your employer can Google them.

5) improper greetings/signatures:

Always start a cover letter with a proper greeting like "Dear Sir/ma'am" ,"Hi sir/ma'am".

At the end of email, put your complete signature including your full name, your current academic status and your phone number.

6) upload your cover letter as an attachment:

upload your cover letter as an attachment instead of writing it as an email is also a common mistake done by candidates.

Unless specifically asked for, always write the cover letter in the email body.

Do you Understand why we are saying this?

The whole point of a cover letter is to get the headed to open another attachment i.e. resume.

Sending the cover letter itself as an attachment would defect its purpose all together unless the employer specifically asked you to do so.

#Writing a cover letter step-by-step guide:

A good cover letter should answer three questions.

- 1) Who are you? And what is the purpose of writing the cover letter?
- 2) Why are you interested in the role of job/internship?
- 3) Why should you be hired for this role?

Once you understand these points and write an answer to each of them in your cover letter will be good.

These are very specific questions ,that need to be answer based on your own personal experiences, aspirations ,prior knowledge and skills.

Hence every cover letter is unique and no two persons the answers to these questions can be the same.

So don't look online for answers of these questions and try to make your own solutions.

1) Who are you? And what is the purpose of writing the cover letter? Or email?

Ans → The answer to this question is rather state forward and you can just state the facts like:

- Name of applicant
- Year of study, branch.
- Purpose of the email or cover letter.

2) Why are you interested in the role of job/internship?

Ans → Writing an answer to this question requires a bit of soul searching. This question may include:

1) Primary Motivation: To learn a new skill or deepen your knowledge of an existing subject area.

2) Secondary motivation: Experience company culture, stipend, etc.

3) Give some background of how you gained interest in this field. It can be seminar, projects, etc.

4) How does this internship fit into what you want to do in the next one - two years or long term.

5) Also indicate why specifically do you want to work with this company. If you do research on the company's culture, value or guiding principles you can frame a more customized answer here. That will definitely let the recruiter know that you did the research about the company.

6) Any reference in the company that you may have.

3) Why should you be hired for this role?

Ans → This requires an understanding of what skills, behaviours, traits and subject knowledge the job or internship demands and how you fit them well. One way to understand it is to put yourself on the recruiter's place and ask if you are hiring someone for this role, what could you look for in the candidate. Closer the match between role demands and your own skills, higher will be your chances of getting hired.